

IN THE CLAIMS:

Claim 1 (currently amended)

An apparatus to process an audio/video program, comprising:

a preferences module configured to

coordinate specification, by a first user, of multiple,[[a]] first ~~set of~~ presentation settings with respective ones of multiple,[[a]] first ~~set of~~ portions of said audio/video program and with a first attribute of said first user, and

coordinate specification, by a second user, of multiple,[[a]] second ~~set of~~ presentation settings with respective ones of multiple,[[a]] second ~~set of~~ portions of said audio/video program and with a second attribute of said second user; and

a presentation module coupled to said preferences module, said presentation module being configured to,

during subsequent playback of said audio/video program for said first user,

based on said first attribute of said first user, retrieve said first ~~set of~~ presentation settings for said first user, and

selectively apply said first ~~set of~~ presentation settings to respective ones of said first ~~set of~~ portions of said audio/video program, and

during subsequent playback of said audio/video program for said second user,

based on said second attribute of said second user, retrieve said second ~~set of~~ presentation settings for said second user, and

selectively apply said second ~~set of~~ presentation settings to respective ones of said second ~~set of~~ portions of said audio/video program.

Claim 2 (currently amended)

The apparatus of claim 1, wherein said preferences module is configured to coordinate said specification of said first ~~set of~~ presentation settings with respective ones of said first ~~set of~~ portions of said audio/video program based on multiple,[[a]] first ~~set of~~ time stamps associated with said first ~~set of~~ portions of said audio/video program, and said preferences module is configured to coordinate said specification of said second ~~set of~~ presentation settings with

respective ones of said second set-of-~~portions~~ of said audio/video program based on multiple,[[a]] second set-of-~~time stamps~~ associated with said second set-of-~~portions~~ of said audio/video program.

Claim 3 (currently amended)

The apparatus of claim 1, wherein at least one of said first set-of-presentation settings and said second set-of-presentation settings corresponds to one of an audio setting and a display setting.

Claim 4 (original)

The apparatus of claim 3, wherein said audio setting corresponds to one of an audio channel setting, an audio field setting, an audio format setting, a dynamic range setting, a language setting, a pitch setting, a playback speed setting, a tone setting, and a volume setting.

Claim 5 (original)

The apparatus of claim 3, wherein said display setting corresponds to one of a brightness setting, a black and white setting, a contrast setting, a color setting, a fast motion setting, a flicker setting, a gamma setting, a hue setting, a letterbox setting, a non-square zoom setting, a pan and scan setting, a pillar-box setting, a pixel blurring setting, a pixel sharpening setting, a red-eye setting, a slow motion setting, and a zoom setting.

Claim 6 (currently amended)

The apparatus of claim 1, wherein said preferences module is configured to coordinate storage of said first set-of-presentation settings and said first attribute of said first user, and said preferences module is configured to coordinate storage of said second set-of-presentation settings and said second attribute of said second user.

Claim 7 (currently amended)

The apparatus of claim 6, further comprising:

a memory coupled to said preferences modules and said presentation module, said memory being configured to store said first ~~set of~~ presentation settings and said first attribute of said first user and said second ~~set of~~ presentation settings and said second attribute of said second user.

Claim 8 (currently amended)

The apparatus of claim 1, wherein said preferences module is configured to coordinate said specification of said first ~~set of~~ presentation settings with respective ones of said first ~~set of~~ portions of said audio/video program based on input by said first user during initial playback of said audio/video program.

Claim 9 (currently amended)

The apparatus of claim 8, wherein said preferences module is configured to coordinate said specification of said second ~~set of~~ presentation settings with respective ones of said second ~~set of~~ portions of said audio/video program based on input by said second user during initial playback of said audio/video program.

Claims 10-23 (cancelled)